

JOB DESCRIPTION

TITLE:	Senior Sponsorship Executive
COMPANY:	HPower Group
REPORTING TO:	Sponsorship Manager
DESCRIPTION OF JOB:	Sales and account management support for the Sponsorship and Commercial Department
LOCATION:	London Office three days a week, Windsor one day a week, with one day a week WFH when possible. Working at events will be necessary and accommodation will be provided in this instance.
HOURS OF WORK:	9.00 am – 5.30 pm, Monday to Friday with weekends working as necessary during events.
CONTRACT:	Full time
SALARY:	On application

HPower Group is a specialist event and venue management company that creates and delivers large-scale public events, focusing primarily on equestrian, military, and national commemorative gatherings. Hpower Group are responsible for organising;

- **Royal Windsor Horse Show**, which is held in the private grounds of Windsor Castle, under the patronage of his Majesty the King.
- **London International Horse Show**, previously known as Olympia, now taking place at ExCel London.
- **The Longines Hong Kong International Horse Show** takes place in Asia World Expo.
- **Talk Horse**, the No1 Equestrian Podcast in the UK, hosted by Pippa Funnell and Tristan Phipps.
- **Commemorative Events for RBL and Royal Borough of Windsor and Maidenhead**
- **New Business includes potential equestrian events in the UK and Europe**

The Role

We are seeking an ambitious and commercially minded individual to join our Sponsorship Department, supporting the development and delivery of sponsorships across all HPower events. A strong focus will be placed on partner satisfaction, retention and long-term relationship development. HPower Group work with an impressive portfolio of partners, including Rolex, Longines, Defender, Turkish Airlines, Cathay Cargo, Hermès, Champagne Taittinger, Pol Roger, Musto, DAKS and many other leading global and equestrian brands. This role offers exposure to blue-chip sponsors and the opportunity to work across some of the leading events in the industry. In addition to partnership delivery, the Sponsorship Executive will support the department's commercial growth by identifying, developing and securing new sponsorship opportunities across the HPower portfolio. This is an exciting opportunity for someone looking to develop a career in sponsorship sales, account management and live event delivery within a fast-paced and highly prestigious company.

Responsibilities

- Identify and secure new sponsorship opportunities to achieve departmental revenue targets.
- Manage the day-to-day servicing and fulfilment of sponsorship agreements across Royal Windsor Horse Show, London International Horse Show, Longines Hong Kong International Horse Show and Talk Horse.

- Build and maintain strong relationships with sponsors, ensuring exceptional levels of client satisfaction and retention.
- Coordinate the delivery of all contractual sponsorship rights, including branding, hospitality, digital assets and onsite activations.
- Work closely with internal departments including Marketing, Operations, Hospitality, Ticketing, Finance and Production to ensure sponsor requirements are delivered effectively.
- Support the creation of sponsorship proposals, presentations and sales materials for prospective partners.
- Research and approach prospective sponsors across luxury, lifestyle, travel, automotive, financial services and equestrian sectors.
- Prepare sponsor reports and post-event evaluations to demonstrate partnership value.
- Manage sponsor asset trackers, deadlines, artwork delivery schedules and contractual obligations.

Criteria (Essential)

- Previous experience in sponsorship, sales, account management, events, hospitality, marketing or a related commercial role.
- Excellent communication and relationship-building skills.
- Strong organisational skills with the ability to manage multiple projects and deadlines simultaneously.
- Commercially minded with a proactive approach to generating revenue and identifying opportunities.
- Confident presenting proposals and communicating with senior stakeholders.
- High level of attention to detail and administration skills.
- Excellent written and verbal communication skills.
- Proficient in Microsoft Office, particularly PowerPoint, Excel and Outlook.
- Ability to work both independently and as part of a small team.

Desirable Criteria

- Experience working within sponsorship, sport, events, media or hospitality industries.
- Understanding of digital marketing, social media and content-led sponsorship activations.
- Experience working with premium, luxury or international brands.
- Experience of delivering sponsor activations at live events.
- Knowledge of broadcast, podcast, social media or content sponsorship opportunities.

Personal Attributes

- Enthusiastic and self-motivated.
- Professional and confident when dealing with high-profile clients.
- Solutions-focused with a positive attitude.
- Strong team player who enjoys working in a fast-paced environment.
- Passionate about delivering world-class events and partnerships.

Application

- Please send all applications to olliebw@hpower.co.uk